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## CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571) 273-8300.

Date: 6/26/06By: Patti Hespell  
Patti HespellMail Stop AFIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering.

Conf. No.: 7576 : Group Art Unit: 2623  
Appln. No.: 10/068,771 : Examiner: Huynh, Son P.  
Filing Date: 05 February 2002 : Attorney Docket No.: T742-10

Title: Targeted Advertising in On-Demand Programming

RESPONSE AFTER FINAL REJECTION

This paper is being filed in response to the February 24, 2006, Final Office Action in the above-identified patent application, and is being timely filed by virtue of the accompanying Petition for Extension of Time (one-month), which extends the period available for reply to June 26, 2006 (June 24 being a Saturday).

Please consider the following remarks:

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